

Abstract of the Disclosure

An information providing system including an information providing server, which stores display information and bandwidth information requested for transmission of the display information, and transmits the display information and the bandwidth information in response to the request of the user, an information transmission server, which performs bandwidth negotiation and bandwidth reservation based on information on available bandwidth on the network using the bandwidth information transmitted from the information providing server and requests buffering for bandwidth that cannot be reserved, and a terminal which receives the display information from the information providing server in response to the buffering request received from the information transmission server, buffers the display information, and displays the display information transmitted from the information providing server over the network together with the buffered display information after call setup.